

Here is a turnkey marketing campaign that can help your community reduce traffic congestion and pollution while building your image as a socially responsible business or organization. When you become a partner of the *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign, you'll receive the positive image that comes from being associated with a reputable and worthy cause. Through the campaign's advertising, you'll also receive exposure and the opportunity to strengthen any environmental messages you may already be promoting.

It All Adds Up to Cleaner Air is a comprehensive, cost-effective and research-based campaign designed to educate the public on how simple efforts can reduce traffic congestion and pollution. Several high-quality materials are available to effectively communicate this message, all of which can be customized with your logo and information. So ask your representative to order materials for you today. This is your opportunity to become part of a program that benefits your community as much as it benefits you.

Television Advertisement

"Maintenance"

This 30-second television commercial was developed to increase awareness of the relationship between transportation choices, air quality and congestion. The ad encourages the public to maintain their vehicles, and can be customized with your logo and contact information.



Recorded Radio Advertisements



Two recorded radio spots, which complement the television ad, will also raise the public's awareness about vehicle maintenance.

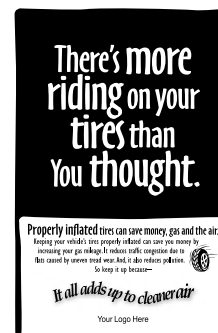
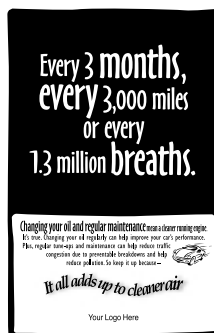
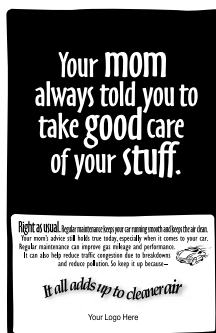
The 60-second ad includes 15 seconds of music at the end, during which you can read a message from your organization. The 30-second spot has seven seconds at the end for your information.

Live-Read Radio Announcements

These ads allow for an on-air read by a local radio station announcer or community leader. There are 30-, 20-, 15- and 10-second versions. Like the recorded radio spots, these also promote vehicle maintenance and provide time for customization.

<p>EPA/DOT IT ALL ADDS UP TO CLEANER AIR CAMPAIGN LIVE READ RADIO SCRIPTS</p> <p><i>It all adds up to cleaner air</i></p> <p>"MAINTENANCE"</p> <p>:30 LIVE READ (:25 Script/:05 for Local Customization) Your mom always told you to take good care of your stuff. She was right, as usual. It's a fact that regular car maintenance improves gas mileage and performance, extends a car's life and increases resale value. Plus, regular maintenance can reduce traffic congestion due to breakdowns and help to reduce pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p> <p>:30 LIVE READ (:25 Script/:05 for Local Customization) There's a lot more riding on your tires than you thought. Keeping tires properly inflated can save you money by increasing gas mileage. It can help reduce traffic congestion due to flats caused by uneven tread wear. And keeping your tires inflated to the maximum recommended pressure can also reduce pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p> <p>:20 LIVE READ (:15 Script/:05 for Local Customization) Your mom always told you to take good care of your stuff. She was right, as usual. Regular car maintenance saves money, reduces traffic congestion due to breakdowns and helps to reduce pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p> <p>:20 LIVE READ (:15 Script/:05 for Local Customization) There's a lot more riding on your tires than you thought. Keeping tires properly inflated can save you money by increasing gas mileage. It can help reduce traffic congestion due to flats, and reduce pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p> <p>:15 LIVE READ (:10 Script/:05 for Local Customization) Regular car maintenance can save you money, reduce traffic congestion due to breakdowns and reduce pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p> <p>:10 LIVE READ (:05 Script/:05 for Local Customization) Maintaining your car reduces pollution. So keep it up—because it all adds up to cleaner air. Sponsored by _____.</p>	<p>EPA/DOT IT ALL ADDS UP TO CLEANER AIR CAMPAIGN 60 RADIO (:45 RECORDED/:15 LIVE TAG)</p> <p><i>It all adds up to cleaner air</i></p> <p>"MAINTENANCE" :45/:15"</p> <p>:45 RECORDED: SFX: A FLOWING, LILTING MELODY FEMALE ANNCR: It's within us... It's all around us... The air... You can protect it simply by doing what you're already doing: Maintaining your car and keeping it in top running condition. It saves money and means Less traffic congestion due to breakdowns... And less pollution. You see, a well-maintained car releases a fraction of what a poorly-maintained or malfunctioning car emits. And, since vehicles on the road account for more than 25 percent of all air pollution nationwide, a little regular maintenance could go a long way. So keep it up because it all adds up to cleaner air.</p> <p>:15 LIVE READ TAG: (15 Seconds for Local Customization) _____ _____ _____ _____</p>
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Vehicle Maintenance Partnership Materials

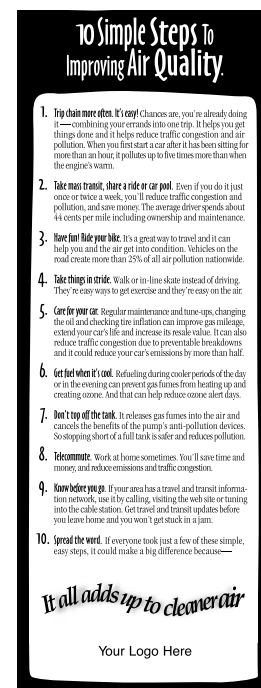
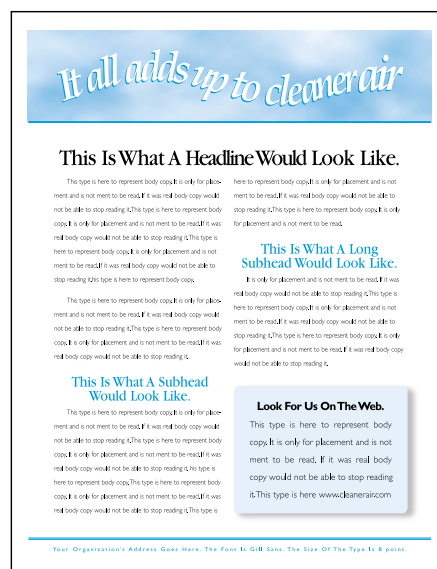


Print Advertisements

The campaign includes four print ads related to vehicle maintenance. Each ad is provided in two sizes: 6.5" x 10" and 4.25" x 6.5". Space is provided for your name and contact information.

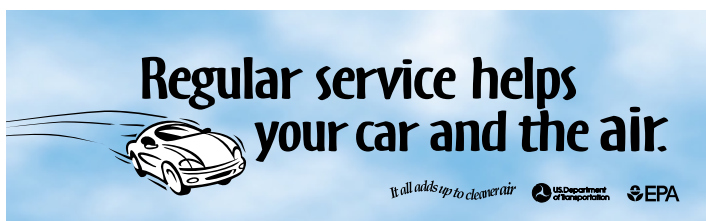
Collateral Materials

The program's collateral materials include a placemat/tray liner, a newsletter/fact sheet template and a tip sheet. The camera-ready artwork provides space for customizing.



Outdoor and Transit Ads

These ads quickly communicate the benefits of vehicle maintenance. Billboards, bus sides and bus shelter signs can be used in any combination. Space is provided for your logo.



Billboard Sign



Bus Side Sign



Bus Shelter Sign

It all adds up to cleaner air